

HVREN Beta Site Features and Quick FAQ's

Contributed by Web Master

{tab=General Site Features}

Hudson Valley Real Estate Network is the first and only Web 2.0 site for Real Estate in the region now covering Westchester, Orange, Putnam, Dutchess, and Ulster Counties! Nowhere else can you find all of these features in one place:

- Free and Premium Real Estate Listings for Homeowners, Realtors, Managers, and Landlords alike.
 - Free Directory listing and profile for any business, service, or Web link.
 - Original news, regional news, syndicated news feeds, and blogs.
 - Residential, Commercial, Rentals, Investment, Land, Businesses: for all types of Real Estate!
 - Easy to use advanced search functions find what you're looking for fast!
 - Save to favorites function lets you store the listings you want to come back to.
 - Free instant registration and automated listing placement. Your ad is up in a matter of minutes.
 - State-of-the art SEO (Search Engine Optimized) framework for superior search ranking.
 - Secure Visa, MasterCard, Discover, and Paypal processing (Premium and Featured ads only).
 - Advanced high-tech listing features comparable with national mega-sites.
 - RSS Feeds for New Listings, Open Houses, News, and Directory.
 - Web 2.0 design and technology for ease of use and fast response.
- See the accompanying tabs for more about our features, instructions, and links to get started!

{tab=Listings Features}

We have all the high-tech features of the national mega-sites and more. None of them offer a FREE photo listing or such reasonably priced Premium and Featured Listings, plus a FREE membership and profile and a FREE Directory listing! Click each topic bar below to find out more.

{slide=All Premium and Featured listings include the following:}

- Premium and Featured listings allow up to 14 photos.
- Featured listings are highlighted in prominent positions throughout the site.
- Premium listings are only \$12.50. Featured listings are \$15.00. This is a fraction of the cost of any comparable listings in print or on the Web either regionally or nationally.
- Numerous built-in property feature and amenities selections provided.
- Automatic Google property mapping standard (display optional).
- One-click expanding photo lightbox (click any property thumbnail on this page to see).
- Member profile page with business banner, logo, photo, description, contact info, and more.
- All listings submitted to Google Base, Oodle, Prosmart, Trulia, and Vast. This means when you submit a listing to us, we then submit it to all of these sites for you so you don't have to. Your one listing here is multiplied exponentially. (We're working on arrangements with the other top sites like Yahoo, Zillow, and HomeScape as well).
- Embedded virtual tours link for FLV (Flash) files.
- Document upload for marketing materials, prospectus, floorplans, etc..
- All listing details link to the member's profile and all their other listings.
- SMS messaging available through Clickatell.
- Full contact information, instant email link.
- MLS and agent id tracking and search capability.
- Automatic hot link searches to greatschools.com and bestplaces.com.

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{slide=Check out the many features of our Real Estate section member profiles:}

- Page header or banner for business branding.
- Personal photo image or avatar.
- Business or brokerage logo.
- Link to all member's listings on one page.
- Multiple large text areas to describe your service or business!
- Document uploads for brochures and forms.
- LinkedIn Integration.
- Rap Leaf Integration.
- Optional Google Mapping to your business location.
- All your contact info: phone, cell, fax, email, skype, ICQ, IM, Web site and blog urls.

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{slide=Our Free Directory offers many unique features, including:}

- The Free Directory is separate from the Real Estate listings profile.
- Totally FREE for any kind of business, service, or Web link.
- Fully optimized for visibility on Google, Yahoo, and all search engines.
- Advanced searching function to find the entry you need fast.
- Large text area for extensive descriptions.
- Multiple image, document, and media uploads.
- Save your favorites function (registered users).
- Advanced collapsing folder tree module for easy navigation.
- User voting and commenting system (registered users).
- Assign your listing to multiple categories.
- Place as many listings or Web links you want.
- User administration area to manage all your listings and favorites.
- Send to friends link, PDF maker, print-friendly formatting, and much more!

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{tab=Marketing Benefits}

Whether you're a Homeowner, Realtor, or just shopping for Real Estate, consider the many advantages of using Hudson Valley Real Estate Network!

{slide=Brokers | Agents | Realtors}

- We submit to all major search engines on a regular basis.
- All listings submitted to Google, Oodle, PropSmart, Trulia, and Vast.
- Directory listings increase site and page rank for your own Web site.
- Benefit from our regional/local targeted search engine placement
- Attract both buyers and sellers.
- Place both real estate listings and business directory listing.
- Immediate placement for time-sensitive listings.
- Place a few premium or featured ads and up to 30 free ads.
- Have all your listings submitted to Google Base Real Estate for you.
- Start a personal, company, blog or an expert article series.

- Attractive marketing benefit as additional advertising to your clients.
- Have satisfied customers write testimonials in your profile (registered users only).
- Stay current with regional and national real estate and financial news.
- Subscribe to our listing feeds for instant notification of new listings and open houses.
- Stay educated on Internet Real Estate Marketing, Search Engine Optimization, and more
- Subscribe to our news feeds for breaking regional and HVREN news.
- Users may link your listings, blog, or profile to social bookmarking sites like delicious, digg, etc..
- Your listings, directory, networking, blog, news, and more, all in one place!.

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{slide=Real Estate Seekers}

- Find FSBO properties and deal directly with owners.
- Or find a quality Realtor you can work with.
- Search for listings and save your favorites to your private account area.
- Subscribe to our listings feeds to get to the best listings first.
- Receive email notifications of listings you specify through our VIP Buyers registry (for renters also).
- Learn more about the buying process and Internet real estate through our articles and blogs.
- Easily find financing, legal assistance, inspectors, contractors, and more through our directory.
- Stay up-to-date with the latest Real Estate and Financial news.
- Contact sellers instantly with email and SMS messaging.
- Use our instant search link to Best Places.com to find out more about the listing's neighborhood.
- Find out more about a listing's School District through the search hot link to Great Schools.com
- Email yourself or your friends listings.
- Convert listings to PDF and save or print.

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{slide=Sellers and Landlords}

- Market your property yourself without a Realtor.
- Or find a quality Realtor you can work with.
- Have your listings appear immediately with our instant approval process.
- Take advantage of the lowest Web listing prices on the Web.
- Your listings automatically submitted to Google, Yahoo, Oodle, Prosmart, and Vast.

- Organize and advertise your own open house.
- Receive targeted inquiries through our VIP Buyers registry.
- RSS feeds automatically send your listing out to subscribers.
- Receive instant email inquiries from prospective buyers and tenants.
- Use your Clickatell account for instant SMS messaging.
- Show your listings with our optional Google Mapping function.
- Subscribe to feeds and VIP Registry and keep up-to-date with competing listing prices.

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{tab=Quick How-To's}

These instructions will help you get up and running quickly. More detailed instructions can be found our FAQ's section. First a few points regarding membership:

- Registered membership is free. We do not ask for a credit card.
- You do not sign you up for spam. Your information is secure.
- You don't have to be a member to search listings or use the site for most things.
- You do need to register in order to place Real Estate or Directory Listings. It's the first step.
- If you want to save your favorite listings so you can easily find them later, you need to register.

{slide=Easy Registration Steps}

At any time from any page, click the Register link at the top of every page. Links to registration can be found later in these and other FAQ's, or click [here](#).

Fill out the registration form. All it requires information is your email and the username and password of your choice.

Check the email address you registered with for a confirmation message that we've sent you.

Click the confirmation link in that email. You'll be returned to this site on the same page you started.

Use the login form in the top right of every page to sign-in using the username and password you registered with.

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{slide=Entering Real Estate Listings}

Once you're logged in, click the Real Estate Listings tab from the top menu.

Look for the Real Estate Listings Menu in the left-hand column. This menu is used for all your listing administration tasks. Click the My Listings Admin menu link. You'll be directed to a form for filling out your profile first.

Profiles must be completed with basic information before placing a listing. Optional fields like banner, logo, photo, and others can be added later. You can also elect to make certain information public or not, such as your address and Google mapping. Fill out all fields marked required before submitting.

Upon submission of your profile, you'll be returned to your My Listings Admin panel. Scroll through it to become accustomed with its features. You will see two choices for entering listings. The first one is a button labeled Add Free Listing, and beneath that are PayPal icons for purchasing a Premium or a Featured Listing.

Free Listing: The Add Free Listing button will open a form for entering your listing. Go through each tab and fill out what information you can. You'll see some fields marked as not available for free listings. Only required fields are necessary for submission, while other fields can be added later. All fields can be edited at any time after submission. All Free Listings can be upgraded to Premium or Featured later. When finished, click the submit button at the bottom of the form.

Premium and Featured listings must be paid for prior to entering listing information. Beneath the Free Listing button are PayPal buttons for each type. You are not limited to PayPal, but may use also Visa, MasterCard, Discover through their secure gateway. There are no extra charges for using this system (well, we have to pay for it, not you). However, please note that we do not take payments on or through this site. Instead, you are first directed to the PayPal secure payment site and then returned to this site when your payment is complete. Just follow the guided directions as you go: it is similar to other online payment processing forms you've used and should be familiar. Once you have returned to Hudson Valley Real Estate Network, you can log in, enter the My Listing Admin area, and enter your profile and listings. More detailed steps can be found in our main menu FAQs.

- If you're ready, register now, or keep reading to find out more...

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{slide=Creating Your Free Directory Listing}

Log in to the site using the form at the very top right of every page.

Click on the main menu Directory tab towards the top of the page.

Find the main category you want your listing to be in through the category list in the center of the page, or using the collapsing folder tree in the right column.

In the Directory Menu in the left column the click the "Add Listing" link. This link will only appear when you are viewing within a category.

Fill out the listing form. You may change your main category or choose multiple categories through the "Manage Category" link.

Click Submit, and your listing is entered and online!

Keep in mind you can always edit your listings later.

For further and more detailed instructions, see our site FAQs.

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{tab=Coming Soon}

This is still only our Beta version! Many more features and advanced technology are under development or being considered for future releases:

- Redesigned and expanded News portal with sections for Buyers, Sellers, Realtors, and more.
- Article and blog section for local experts and professionals.
- Longer term and quantity listing memberships ideal for Realtors, landlords, and managers.
- Community forum on a variety of topics.

- Review system for Real Estate listings.
- Feeds integrated into our site from sources like Google, Vast, and many others. This mean you will be able search real estate listings on the entire Internet from Hudson Valley Real Estate Network.
- Expanded community membership, profile, and social networking system.
- More automatic external listing feeds.
- MLS listing feeds and search.
- Advanced lead notification and tracking systems.
- More user-friendly contextual help, faqs, and tooltips.
- User controlled stylesheets for greater accessibility.
- Integrated Support System
- Improved graphics and workflow.
- Private messaging system for on-site communications.
- There's more, but if you have an idea, write us!

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